ORDER

100308 Orders Order / Rev: Alt Order #: 06809912 Product Desc: NRSC 2012 Estimate: Flight Dates: 10/17/12 - 10/23/12 Primary AE: Amy McCreary Original Date / Rev: 04/13/12 / 09/19/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Broadcast Billing Contact: Billing Calendar: 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% National Republican Senatorial Comit Advertiser Name: A35+ Demographic: New Business Thru: Product Codes: PLI2,PLI1 Order Separation: 00:05:00

Bill Plan

Biii i iaii				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	114	\$86,250.00	\$73,312.50

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$86,250.00	\$73,312.50	0.00
Totals	114	\$86,250.00	\$73,312,50	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	31%	\$86,250.00
Market	100%	\$278,225.81

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$86,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$47,298.39
KTUD	1%	\$2,782.26
KVVU	17%	\$47,298.39
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,346.77

_Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/17/12	10/19/12	M-F 6-7a WakeUp	w/WagM	6-7a	~~WTF~~	:30	3	\$700.001	0.00 NM	3	\$2,100.00
				M-F 6-7a WakeUp	w/Wagners								
	NEWS												
	<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 10/	15/12	10/21/12	WTF	3	\$700.00	0.00						

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Order / Rev:

100308

Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809912

Product Desc:

NRSC 2012

KSNV

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10/17/12 - 10/23/12

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/17/1	2 10/19/12	M-F 6-7a WakeU	-	6-7a	WTF	:30	3	\$700,001	0.00 NM	3	\$2,100.00
	NEWS			M-F 6-7a WakeU	p w/Wagners								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10/	15/12	10/21/12	WTF	3	\$700.00	0.00						
E 2	KSNV	10/22/1	2 10/23/12	M-F 6-7a WakeU	•	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
	NEWS			M-F 6-7a WakeU	p w/vvagners								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	/eek: 10/		10/28/12	MT	2	\$700.00	0.00						
E 3	KSNV	10/22/1	2 10/23/12	Today Show	CM	658a-9am	MT	:30	4	\$900.001	0.00 NM	4	\$3,600.00
	TODAY			Today Show									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	- Rate	Rating						
	/eek: 10/		10/28/12	MT	4	\$900.00	0.00						
E 4	KSNV	10/17/1	2 10/19/12	Today Show	СМ	658a-9am	WTF	:30	6	\$900.001	0.00 NM	6	\$5,400.00
	TODAY	,		Today Show									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10/		10/21/12	~~WTF~~	6	\$900.00	0.00						
E 5	KSNV	10/17/1	2 10/19/12	M-F Today Show		9-10a	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
	TODAY			M-F Today Show	II								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10/		10/21/12	WTF	3	\$425.00	0.00						
E 6	KSNV	10/22/1	2 10/23/12	M-F Today Show		9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
	TODAY	,		M-F Today Show	II								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek; 10/	22/12	10/28/12	MT	2	\$425.00	0.00						
Ë 7	KSNV	10/22/1	2 10/23/12	M-F Today Show	III 4th ISM	10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
	TODAY	,		Today 4th Hour									
		ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10	22/12	10/28/12	MT	2	\$325.00	0.00						
E 8	KSNV	10/17/1	2 10/19/12	M-F Today Show	III 4th 18M	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
	TODAY	,		Today 4th Hour									
	_	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 10	/15/12	10/21/12	WTF	3	\$325.00	0.00						
E 9	KSNV	10/17/1	2 10/19/12	Rachael Ray	CM	11am-12 pm	WTF	:30	6	\$325.001	0.00 NM	6	\$1,950.00
	RR			Rachael Ray									
		ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10		10/21/12	WTF	6	\$325.00	0.00				:		
E 10	KSNV	10/22/1	2 10/23/12	•	СМ	11am-12pm	MT	:30	4	\$325,001	0.00 NM	4	\$1,300.00
	RR			Rachael Ray									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10		10/28/12	MT	• 4	\$325.00	0.00						
E 11	KSNV	10/22/1	2 10/23/12		CM	12-1230pm	MT	;30	2	\$425.001	0.00 NM	2	\$850.00
	NEWS			Noon News									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_ v	Veek: 10	•	10/28/12	MT	2		0.00					l	
E 12	KSNV	10/17/	2 10/19/12		CM	12-1230pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
	MEMAG			Noon News									
	NEWS Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
٧	<u>ان د</u> Veek: 10		10/21/12	WTF	3		0.00						
			12 10/19/12		СМ	1230-1p	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00

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2

2

3

2

3

3

2

2

3

Amount

\$650.00

\$650,00

\$975.00

\$2,700.00

\$1,800.00

\$1,400.00

\$2,100.00

\$2,100.00

\$1,400.00

\$2,200.00

\$3,300.00

Order / Rev: Alt Order #:

Flight Dates:

Ln Ch

100308

Start

06809912

10/17/12 - 10/23/12

End

Advertiser:

Estimate:

Break Start/End Time

1230-1p

2pm-3pm

\$450.00

3-4p

CM

CM

СМ

CM

CM

CM

National Republican Senatorial Committee

Len Spots

:30

:30

:30

:30

:30

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3

6

Product Desc:

NRSC 2012

Days

MT----

--WTF--

Rating

Rating

Rating

0.00

MT----

~-WTF~~

MT----

--WTF--

0.00

KSNV

0.00 NM

Rate Pri Rtg Type Spots

\$325.001

\$325.001

\$325,001

\$450.001

\$450.001

\$700.002

\$700.002

\$700.002

_	_	 		

The Agenda 1230pm The Agenda 1230pm **AGENDA**

End Date Spots/Week Rate Start Date **Weekdays** Week: 10/15/12 10/21/12 --WTF--\$325.00 3

Inventory Code

E 14 KSNV 10/22/12 10/23/12 The Agenda 1230pm The Agenda 1230pm

AGENDA Start Date **End Date** Weekdays Spots/Week Rate

Week: 10/22/12 10/28/12 \$325.00 0.00 CM 2pm-3pm MT----

E 15 KSNV 10/22/12 10/23/12 The Doctors

The Doctors DRS

End Date Spots/Week Start Date Weekdays

Rate Rating 10/28/12 MT----Week: 10/22/12 \$325.00 0.00

E 16 KSNV 10/17/12 10/19/12 The Doctors

The Doctors

DRS

End Date Start Date Weekdays Spots/Week Rate Rating ~~WTF~~

Week: 10/15/12 10/21/12 \$325.00 0.00 3

Dr. Phil E 17 KSNV 10/17/12 10/19/12 CM 3-4p --WTF--

Dr Phil

PHIL

Start Date **End Date** Weekdays Spots/Week Rate

Week: 10/15/12 10/21/12 --WTF~~

E 18 KSNV 10/22/12 10/23/12 Dr. Phil

Dr Phil

PHIL

Spots/Week Start Date End Date **Weekdays** Rate Rating MT----

Week: 10/22/12 10/28/12 \$450.00 0.00 E 19 KSNV 10/22/12 10/23/12 News 3 at 4 (1/2 hr) СМ 4-430p MT----

News 3 at 4

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating 10/28/12 MT----\$700.00 Week: 10/22/12 0.00

E 20 KSNV 10/17/12 10/19/12 News 3 at 4 (1/2 hr) 4-430p :30 \$700.002 CM --WTF--3 0.00 NM

430-5pm

430-5pm

News 3 at 4

NEWS

Start Date **End Date** Weekdays Spots/Week Rate Rating

Week: 10/15/12 10/21/12 -WTF--\$700.00 0.00

E 21 KSNV 10/17/12 10/19/12 News 3 at 430pm News 3 at 4:30PM

NEWS

End Date Weekdays Spots/Week Start Date

Rating Rate Week: 10/15/12 10/21/12 ~~WTF~~ \$700.00 0.00

E 22 KSNV 10/22/12 10/23/12 News 3 at 430pm

News 3 at 4:30PM

NEWS

End Date Spots/Week Start Date Weekdays Rate Rating Week: 10/22/12 10/28/12 MT----0.00 \$700.00

M-F Early News

5-630p E 23 KSNV 10/22/12 10/23/12 M-F Early News :30 2 \$1,100.002 CM MT~~~~ 0.00 NM

5-630p

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

Week: 10/22/12 10/28/12 MT--2 \$1,100.00 0.00

E 24 KSNV 10/17/12 10/19/12 M-F Early News M-F Early News

NEWS

Start Date End Date Weekdays Spots/Week Rate Rating

Week: 10/15/12 10/21/12 --WTF--3 \$1,100.00 0.00 E 25 KSNV 10/17/12 10/19/12 CM 657-730p ~~WTF~-

3 \$1,200.002

3 \$1,100.002

3 \$3,600.00

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\$600.00

\$500.00

0.00 NM

\$500.001

Order / Rev:

100308

Advertiser:

Estimate:

National Republican Senatorial Committe

Alt Order #: Flight Dates: 06809912 10/17/12 - 10/23/12

Product Desc:

NRSC 2012

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ote Rata Pri	Rtg Type	Snote	Amount
Lii Oii	Otart	Liiu	M-F Jeopardy	Dicak	Clare Lind 11	nic Days	Len op	oto itale i ii	ivid Type	Opols	Amount
			M-F Jeopardy								
JEP			iii i oooparay								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/21/12	WTF		\$1,200.00	0.00					
E 26 KSNV	10/22/1	2 10/23/12	M-F Jeopardy	CM	657-730p	MT	:30	2 \$1,200,002	0.00 NM	2	\$2,400.00
			M-F Jeopardy					_ +1,	0,00	-	VA , 100.00
JEP			,								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10	/22/12	10/28/12	MT	2	\$1,200.00	0.00					
E 27 KSNV	10/22/1	2 10/23/12	M-F Wheel	CM	730-758pm	MT	:30	2 \$1,200,002	0.00 NM	2	\$2,400.00
			M-F Wheel of Fo	rtune	·			•			. ,
WHEE	L										
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	. <u>Rate</u>	Rating					
Week: 10	/22/12	10/28/12	MT	_ 2	\$1,200.00	0.00					
E 28 KSNV	10/17/1	2 10/19/12	M-F Wheel	CM	730-758pm	WTF	:30	3 \$1,200.002	0.00 NM	3	\$3,600.00
			M-F Wheel of Fo	rtune							
WHEE	L										
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10	/15/12	10/21/12	~~WTF~~	3	\$1,200.00	0.00					
E 29 KSNV	10/17/1	2 10/19/12	M-F News 3 at El	even CM	11pm-1135pr	nWTF	:30	3 \$1,100.002	0.00 NM	3	\$3,300.00
			M-F News 3 at E	leven							
NEWS											
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week: 10	/15/12	10/21/12	WTF	3	\$1,100.00	0.00					
E30 KSNV	10/22/1	2 10/23/12	M-F News 3 at El	even CM	11pm-1135pr	n MT	:30	2 \$1,100.002	0.00 NM	2	\$2,200,00
			M-F News 3 at E	leven							
NEWS											

<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$1,100.00	Rating 0.00						
E31 KSNV 10/22/	12 10/23/12	The Tonight Show Tonight Show	v CM	1135p-1237a	MT	:30	2	\$450.002	0.00 NM	2	\$900.00
TON SHOW											
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/12	10/28/12	MT	2	\$450.00	0.00						
E 32 KSNV 10/17/	12 10/19/12	The Tonight Shov	v CM	1135p-1237a	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
		Tonight Show									. ,
TON SHOW									l		
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				ŀ		
Week: 10/15/12	10/21/12	WTF	3	\$450.00	0.00						
E 33 KSNV 10/23/	12 10/23/12	Tues PR 8-10p	CM	8-10pm	-T	:30	1	\$3,600.001	0.00 NM	1	\$3,600.00
		Tuesday Prime 8	-10pm	-							,
LOSER		•	•								

Start	Date
VIIII.	$-u_{i}$

Week: 10/22/12

End Date

10/28/12

Weekdays

Spots/Week

E34 KSNV 10/17/12	10/17/12	Wed PR 10-11p	CM	10-11pm	W	:30	1 :	\$3,200,001	0.00 NM	1	\$3,200.00
		Wednesday Prin	ne 10-11pm					,		•	45 255.00
SVU		•	·								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	W	1	\$3,200.00	0.00						
E35 KSNV 10/20/12	10/20/12	News 3 Sunrise -	SATURIM	6a-7a	S	:30	1	\$350.001	0.00 NM	1	\$350,00
		News 3 Sunrise	SATURDAY								
NEWS											

Rating

0.00

Rate

1 \$3,600.00

E 37 KSNV 10/20/12 10/20/12

Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				
Week: 10/15/12	10/21/12	S-	1	\$350.00	0.00				
E36 KSNV 10/20/	12 10/20/12	Saturday Today Saturday Today	СМ	7a-9am	S-	:30	1	\$600.002	0.00 NM
SAT TODAY		, ,							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				

10/21/12 ---5-\$600.00 0.00 Week: 10/15/12

CM 9am-930am ----S-:30

KSNV

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Alt Order #: 06809912 Product Desc: NRSC 2012

E49 KSNV 10/21/12 10/21/12

10/17/12 - 10/23/12 Flight Dates: Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount News 3 Today - SATURD. News 3 Today - SAT **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -----5--\$500.00 0.00 E 38 KSNV 10/17/12 10/19/12 Face to Face w/ RalstonCM --WTF--630-657pm \$900.001 0.00 NM :30 2 \$1,800,00 Face to Face w/ J.Ralston FACE Start Date End Date Weekdays Spots/Week Rate Rating --WTF--Week: 10/15/12 10/21/12 \$900.00 0.00 E 39 KSNV 10/17/12 10/19/12 Wake Up Early w/ Wagn@M \$200.001 430a-5a --WT---:30 0.00 NM \$200.00 Wake Up Early Wagners **EARLY** Start Date Spots/Week **End Date** Rating Weekdays Rate Week: 10/15/12 10/21/12 ~~WT~~~ \$200.00 0.00 E 40 KSNV 10/20/12 10/20/12 Weekend Jeopardy/WheeM 657-8pm ----S-:30 \$325,003 0.00 NM \$325.00 WKND Jeop/Wheel WH/JEP Spots/Week Start Date End Date Weekdays Rate Rating 10/21/12 ----S-0.00 Week: 10/15/12 \$325.00 E41 KSNV 10/20/12 10/20/12 Sat PR 10-11p CM 10-11pm ----5-:30 1 \$1,000,003 0.00 NM \$1,000.00 Saturday Prime 10-11pm SVU **End Date** Start Date Weekdays Spots/Week Rate Rating 10/21/12 ----5-1 \$1,000.00 0.00 Week: 10/15/12 E 42 KSNV 10/20/12 10/20/12 Sa-Su News 3 at ElevenCM 1 \$1,000.002 11pm-1135pm ----S-:30 0.00 NM \$1,000.00 Sa-Su News 3 at Eleven NEWS Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----S-\$1,000.00 0.00 E 43 KSNV 10/20/12 10/20/12 Saturday Night Live 1130pm-1:02am CM ----S-:30 1 \$1,400.001 MM 00.0 \$1,400.00 Saturday Night Live SNL Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S-\$1,400.00 0.00 E 44 KSNV 10/21/12 10/21/12 News 3 Sunrise - SUND&M 6a-7a ----5 :30 \$350,001 0.00 NM 1 \$350.00 News 3 Sunrise SUNDAY **NEWS** Spots/Week Start Date End Date **Weekdays** Rate Rating ---S \$350.00 10/21/12 0.00 Week: 10/15/12 E 45 KSNV 10/21/12 10/21/12 Sunday Today CM 7a-8am :30 \$500.002 0.00 NM \$500.00 Sunday Today SUN TODAY Spots/Week Start Date End Date **Weekdays** Rate Rating Week: 10/15/12 10/21/12 \$500.00 0.00 ----s E46 KSNV 10/21/12 10/21/12 Meet the Press CM 8a-9am :30 \$1,300.001 0.00 NM \$1,300.00 Meet the Press MTP Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 ----S Week: 10/15/12 \$1,300.00 0.00 E47 KSNV 10/21/12 10/21/12 News 3 Today Wknd CM 9a-930am ----S :30 \$500,001 0.00 NM \$500.00 1 News 3 Today **NEWS** <u>Weekdays</u> Start Date **End Date** Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$500.00 0.00 E48 KSNV 10/21/12 10/21/12 Chris Matthews 9:30AM GM 9:30a-10a ----5 :30 \$500,002 0.00 NM \$500.00 Chris Matthews SUN 9:30am Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 10/15/12 10/21/12 \$500.00 0.00

CM

1P-9PM

----S

:30

1 \$6,500.003

0.00 NM

\$6,500.00

Print Date: 09/20/12 09:10:48 Page 6 of 6

Totals

114

\$86,250.00

National Republican Senatorial Committe Order / Rev: 100308 Advertiser: NRSC 2012 Alt Order #: 06809912 Product Desc: **KSNV** Flight Dates: 10/17/12 - 10/23/12 Estimate: Break Start/End Time Ln Ch Start End **Inventory Code** Days Len Spots Rate Pri Rtg Type Spots Amount NFL Football NFL Football SNF Start Date End Date Weekdays Spots/Week Rate Rating ----s Week: 10/15/12 10/21/12 1 \$6,500.00 0.00 E 50 KSNV 10/21/12 10/21/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 1 \$1,000.002 0.00 NM \$1,000.00 Sa-Su News 3 at Eleven **NEWS** Spots/Week End Date Rating Start Date **Weekdays** Rate ____S 0.00 1 \$1,000.00 Week: 10/15/12 10/21/12